

My name is Dan Guin, General Manager of WHAI FM, WPVQ FM and 1240 AM WHMQ. I take exception of the comments made by some that radio broadcasters are not paying attention to their local communities. Quite the opposite is true for most local radio broadcasters. The most important element that makes local broadcasters successful is that "if you give to the community, the community will give back to you". If you don't give to the community you're destined for failure. Most broadcasters know this and abide by it.

What do we give to the community?.....We give the community local news and weather, information that is important for daily life. This includes local traffic and weather that affects our local listeners pertaining to accidents and school closings. We are associated with the state wide Amber Alert System that alerts the local population of child abductions, with MEMA our state agency dealing with home land security and nuclear problems. Based on our proximity to a nuclear power plant people rely on us for there safety. We broadcast "Beyond The Headlines" a weekly half hour feature by local news journalist Chris Collins which features an in-depth look at the most important local issues of the week. We give the community local sports, airing local high-school football and basketball. We support the local efforts of service organizations such as Kiwanis, by airing their annual auction, live on-the-air, to raise money to continue the good work they do. We continuously step in and helped our local Red Cross chapters raise money and collect blood. We help collect money and food for the Food Bank of Western Mass. This includes an annual breakfast we host at our studios. I have just mentioned a few but we feature a local event weekly and some weeks more than one. Almost everyday we air local interviews by people involved in community services from animal shelters to senior services to issues that affects all the residents in our local listening area. In addition we run hundreds of P.S.A.'s each months disseminating important helpful information to our local market.

There is not a day that goes by that we are not in touch with our local listeners. We pay attention to what is important, and that is connecting with our listeners and community. They depend on us to help them get the word out and we do not let them down.

There is no need to encumber the good broadcasters current mode of operation by burdening them with rules and regulations that require time and energy to force us to do what we are already doing. Visit our market and just ask....you'll find that we are right on the mark when it comes to knowing what the community issues are and running programs that address these issues. We are serious broadcasters and take the public trust very seriously, it's what we do!

Thank you,
Dan Guin